

CASE STUDY: EDUCATION

Private school wanted to raise awareness by targeting parents in a specific DMA.

Included multiple :15 & :30 pre-roll and streaming TV video assets.

Prestigious private school looking to raise awareness of their programs that focused on leadership and international education by targeting parents of potential students.

Targeting tactics included audience targeting toward parents and contextual targeting toward family, parenting and K-6 education content in a DMA geotarget. Specific pre-roll audiences included: parent of teenagers, parents of pre-teens, moms of grade school kids, parents of young kids and parents of grade-schoolers. Private deals were utilized to secure premium OTT/CTV content targeting families with kids 2-12.

Creatives: Mix of :15 & :30 pre-roll and streaming TV video assets.

Standard
Pre-roll
video

81%

Completion
Rate

Premium
OTT/CTV Video